

MEDIA ADVISORY

PREPARING FOR DISASTERS: READYColorado URGES CITIZENS TO MAKE A PLAN AND MAKE A DIFFERENCE

WHAT: On October 5, 2005, Colorado Lt. Governor Jane Norton will be joined by Denver Mayor John Hickenlooper and Denver-area emergency personnel to launch a statewide public awareness campaign aimed at encouraging Coloradans to prepare for disasters by creating communications plans and READY kits that will enable them to survive on their own for 72 hours.

The campaign seeks to educate citizens about the kinds of disasters — both natural and human-caused — they should prepare for, what to do in the event of specific disasters, the type of information to include in individual and family plans and what should be included in READY kits. A call for citizens to make a difference through volunteerism is also a key campaign theme.

The Lt. Governor and Mayor will pack their own personal READY kits filled with essential emergency, first-aid and personal items.

A campaign website will offer detailed information to assist citizens in their preparation efforts, and an 800# will offer readiness tips to those unable to access the Internet.

WHY: Two important lessons learned from the recent tragedies on the Gulf Coast are that disaster can strike anywhere at any time and that being prepared makes a big difference in terms of both survival and recovery.

Advance planning also enables individuals to: remain healthy while waiting for first responders; reunite with family members more quickly; and protect identity, insurance and financial records in the event of a disaster.

WHO: READYColorado is a project of the Denver Urban Area Security Initiative (DUASI), the State of Colorado and its North Central All Hazards Region. DUASI unites metro-area cities, emergency response agencies and private partners concerned with homeland security and all-hazards preparedness.

WHEN: October 5, 2005
11am to noon

WHERE: Republic Plaza, 16th St. Mall at Tremont Street in downtown Denver.

CONTACT: For more information, contact:

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